An Introduction to Twitter

Twitter started out as a way for bloggers to share links within their circles. The 140 character limit was not of big concern because tweets were mainly calls to action with accompanying links.

Now-a-days, the format of tweets hasn’t changed much. Generally, you get a call to action such as “read my new blog post” or “interesting article” followed by a link or a photo.

For blind users, the original Twitter website can be a bit challenging to navigate. I would advise to use the iPhone app, the mobile site (m.twitter.com) or a client such as Chicken Nugget or Tween. The process to sign up is pretty straight forward and you can start tweeting and following others right away.

Hash tags:

The hash tag is important because it’s a way for people to sift through the billions of tweets out there to find the content they’re interested in. It’s imperative for you to use our hash tag #FeedTheBookFamine so that your messages can be archived properly. Ideally, we would like for our hash tag to start trending to bring more attention to it. Trending is when a hash tag gets so much traffic that it starts rising up to the top of search results pages and suggestion lists.

When Tweeting:

-Remember that you only have 140 characters and that you need to fit the hash tag in. Therefore, shorthand is acceptable and encouraged. For example, use “&” instead of spelling out the word “and”.

-The handles of the individuals we’d like to tweet are: Maria Town: @maria\_m\_town

Judith Human: [**@IntDisability**](https://twitter.com/IntDisability)

Valerie Jarrett: @VJ44

Cathy Novelli @cathyNovelli

-the tweets we’ve included are just examples. Feel free to use them but also, feel free to express your thoughts in your own words.

-We’re not on the offensive. We’re simply giving them the opportunity to be the hero.

-be sure to reach out to anyone you know who might be able to help spread the word such as journalists, radio personalities and bloggers.

-Space your tweets out. Don’t just go on a tweeting spree first thing in the morning. Spread your messages out throughout the day so that the hash tag can stay afloat and not sink to the bottom of the list.

-If you don’t have time to send your tweets out by hand, [FutureTweets](file:///C%3A%5CUsers%5Cdtrevino%5CDocuments%5CAperture%20Science%20Web%20Accessibility%20Review%20Example%20%20%282%29-DAT.docx) is a free and accessible way to schedule them.

Final Thoughts:

Have fun and reach out if you have questions!